S
917.8604
H3m

Montana State Library
3 0864 1006 9149 5

MONTANA TRAVEL NEWS

ADVERTISING UNIT, MONTANA DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 1, NO. 4, 1974

MONTANA TRAVEL UNIT PROMOTIONAL EFFORT ANNOUNCED

"Montana . . . last of the bigtime splendors!" is the fresh, new theme being developed in Montana advertising for 1974.

Since Montana is "only 86 miles from Expo," the state's proximity to Spokane's World's Fair celebration will be emphasized in a second theme in order to concentrate on the Expo traffic flow, according to Scott Warden, State Advertising Unit Coordinator.

Because of the energy situation, 1974 state advertising in general will be regional and will concentrate on the Midwest and far west.

One important part of Montana advertising is the promotion of a nationwide Watts number travelers can call for information on gasoline availability in Montana. The phone number will be featured on billboards in Idaho, the Dakotas, Nebraska, Wyoming, Utah, Washington and a saturation billboard schedule in Spokane during the summer.

Ads have run in Sunset Magazine and Outdoor Life and in regional editions of Good Housekeeping, Travel & Leisure, Woman's Day, Redbook, Better Homes & Gardens, McCalls, Saturday Evening Post, Holiday and National Geographic.

Montana will participate in the Rocky Mountain West Four-State Advertising Co-op with Colorado, Wyoming and Utah. The group will run a three-page, four-color gatefold ad in Glamour Magazine and in the flight magazines of United, PSA, Hughes Air West and Continental Airlines. Included in the Glamour buy will be a merchandising show at 14 mall shopping centers across the country.

Montana will move into Canada with a full-color, pre-print page of Spectacolor with the Dakotas in Winnipeg and Edmonton and two-

(Continued on Page 6)

Aerial view of the site of Expo '74 World's Fair in Spokane, Washington. The circular structure is the U.S. pavilion. To the left is the International pavilion housing West Germany and the Republic of the Philippines. Above that is the Russian pavilion, the largest foreign exhibitor with 52,000 square feet. The upper left hand portion of the picture shows the Washington State pavilion, which will house an Opera House and art galleries. Arrow at top right points to Montana exhibit building.

MONTANA FEATURED AT EXPO

More than 44,000 visitors to Spokane Expo '74 passed through Montana's exhibit the first week of its opening. "From the comments we received, the State of Montana's participation in Expo is a roaring success," according to exhibit supervisor John Hanson.

The Montana pavilion has become home for the next six months for exhibits valued at $300,000. The largest display is a collection of original art by frontier artist Charles M. Russell on loan from the C. M. Russell Museum in Great Falls, Montana. Russell's famous "Jerk Line" oil painting, valued at $175,000, is featured. Among other original oils and watercolors in the exhibit are "Fireboat", "Indian Camp", "Range Riders", "Indian Scouts", and "Breaking Camp". A bronze called "Friar Tuck" and one entitled "Vacquero" highlight the statuary.

A display of Montana gold was borrowed for the World's Fair from the Northwestern Bank and Union Trust Company in Helena. Among the items are rare and valuable gold coins and nuggets removed from the storied gold fields of Montana.

Sapphires, the state gem of Montana, are also on display with stones on loan from the Yogo Sapphire Mine at Utica, Montana; Don's Jewelry in Lewistown, Montana; and Montana mining properties of Day Mines, Inc.

Bob Morgan of Helena designed the gold and sapphire exhibit and insurance for the collection is being provided by the Great Falls Advertising Club as a result of its Annual Western Art Auction.

An eight-projector, three-screen slide presentation produced by Sage Advertising of Helena, is getting high praise from visitors to the Montana exhibit. The continuous running, fourteen-minute presentation uses 480 slides and features Glacier National Park, the five travel regions of Montana, and the four seasons story of state attractions told pictorially with narrative and a new Montana song.

(Continued on Page 4)

OUTLOOK ON TRAVEL SEASON IS GOOD

Despite the effects of the energy shortage, the outlook for Montana's 1974 vacation season is bright indeed. That was the concensus of nearly 200 travel delegates gathered April 25 at Fairmont Hot Springs Resort near Anaconda for the First Annual Governor's Conference on Tourism. The event was cosponsored by the Montana Advertising Unit and Montana Travel Hosts.

"It would appear that the energy shortage which has plagued the travel industry is easing," said Bryan Moon, Vice President/Advertising, Northwest Orient Airlines in Minneapolis.

"Therefore, the prospects for near-normal vacation travel this summer are quite good," Moon predicted.

Moon was among seven travel and energy experts who addressed the combined meeting during the morning session of the one-day conference.

The airline executive noted that Expo '74 in Spokane will be the biggest attraction to hit the Pacific Northwest since the Seattle World's Fair of 1962. And with its western border only 86 miles from the Expo site, Montana will certainly be one of the areas which will feel the impact of the millions of travelers who are expected to visit the fair, Moon theorized.

Northwest Orient already is beginning to gear up for the increase which is expected in passenger service, he said.

The effect of gasoline — or the lack of it — on the travel industry played a major role throughout the conference. Jack Hallowell, Acting Public Information Officer for the Federal Energy Office, Region 8 in Denver, noted that the travel and recreation industries are among the most important segments of the economy.

"Thirteen studies on the impact of the fuel shortage on the tourist industry have been conducted," Hallowell, a former Montanan, said. "And as a result of those studies, it has become apparent that travel-related businesses could be adversely affected by limiting vacation travel."

V. K. Stephens, President, Greyhound World Tours noted that Greyhound has experienced a considerable increase in customers since the first warnings of the gasoline shortage. Packaged tours are among the tools that Greyhound is using to satisfy the growing demands of the traveling public. And, Greyhound's programs closely parallel those launched by the National Railroad Passenger Corporation (NRPC).

King F. Cole, President of Expo '74, gives keynote address to travel leaders attending the Governor's Conference on Tourism. Cole outlined Fair plans and tourist promotions encompassing Expo and the Northwest.

Roger Brown, Director of Sales for NRPC noted that this summer AMTRAK will bring more than 700 people per day into Montana. For AMTRAK, 1974 is expected to be its greatest year in domestic travel. Brown noted that one of the reasons for increased usage will be that the national railway will begin using totally new equipment on its runs through Montana beginning May 19.

"As illustration, I feel it is important to point out that during our ski promotion this past winter, AMTRAK brought more skiers into Montana than it did into Colorado," Brown said.

Governor Thomas L. Judge presented the major address at the Governor's Banquet that evening.

"Never has it been so important that states work with states, and that states work with local government to attain the goals set for tourism in all areas," the Governor said.

"Tourism is a $250 million business in Montana," Governor Judge went on. "And to maintain that level, we are trying to get communities to upgrade their attractions, thus enticing travelers to stay longer."

Governor Judge, who recently returned from a trip to Japan during which he met with a number of tour interests, noted that packaged tours for the Old West Trail states will soon be presented to foreign markets.

Montana Governor Thomas L. Judge briefs leading Japanese tour operators on Treasure State attractions at a recent meeting in Japan. L. J. Gilbert, Jr., Northwest Airline's Tokyo District Sales Manager, (upper row, left); David Ziegler, Deputy Regional Director, Far East — USTS (second from right), and Dale Moore from Montana participated in the informative program.

DANDRIDGE HEADS UP MONTANA CONVENTION AND TOUR DEPT.

Douglas B. Dandridge of Billings, who identifies himself as a "Montanan by choice," has been named Coordinator of the Convention and Tour Office for the State of Montana.

Dandridge, 34, formerly assistant manager of the Billings Chamber of Commerce, will fill the vacancy created by the resignation of John K. Olson, according to Kermit W. Anderson, Information/Advertising Unit Manager of the Montana State Advertising Department.

A native of Indiana, Dandridge has visited all 50 states and says he decided long ago that Montana is superior to all the rest not only as a place to live and work but also as a source of travel enjoyment for natives and visitors alike.

"Where else," Dandridge asks, "can you live every day of your life in a manner that most people wait a lifetime for?"

With strong opinions for the direction of tourism, Dandridge is convinced that tourism will push mining for second place among Montana's industries.

DOUGLAS DANDRIDGE

Regarding the energy situation, Dandridge feels that the deteriorating effect of shortages will have a minor effect on tourism.

Acknowledging the major role played by convention bookings in the tourist industry, Dandridge anticipates a surge in convention activities.

"Conventions will thrive in Montana due to a noticeable increase in adequate convention and resort facilities," Dandridge states.

A graduate of Ohio State University with a degree in psychology, Dandridge also did his undergraduate work in psychology at the University of Texas. He accomplished graduate work in philosophy at Princeton Univeristy, and engaged in postgraduate work in anthropology at the University of Maine.

As a "Montanan by choice," Dandridge urges support of convention and tourism industries as an important way of putting dollars into Montana economy without damaging the unique qualities of the state.

"Let's support our heritage and our beautiful state — and while we're at it, let's make a profit," Dandridge declares, for "with this kind of an attitude, today's Montana will never become a memory."

MONTANA TRAVEL NEWSLETTER
published as a report on Montana's tourist industry by

The Advertising Unit of the Department of Highways

SEND YOUR TRAVEL NEWS NOTES TO:

**The Advertising Unit,
Department of
Highways,
Garrett House,
Helena, Montana 59601**

NEW GASOLINE ADVISORY SERVICE

Ever wonder what it would be like to run out of gasoline in the middle of the fourth largest state in the Union? Well, so have a lot of other people, principally potential tourists, and such thoughts could pose dramatic consequences for Montana's travel industry in light of past national fuel shortages.

Montana, however, has not experienced the energy crunch as have many other areas in the nation, so the fears are largely erroneous. Yet to calm any such misgivings, the Treasure State and Wyoming, Nebraska and the Dakotas, which make up the Old West Trail region have initiated a special, toll-free telephone number to provide travelers with the latest gasoline availability information. That number will go into effect May 15 and continue as long as there is any question as to fuel supplies.

Charles E. Donnelly, Jr., newly appointed Executive Director of the Old West Trail Foundation, views the project as an "insurance policy as well as visitor service," because of the "several hundreds of millions of dollars in our region's travel industry."

"I personally feel that one of the things that could hurt tourism in Montana is the unknown," says C. L. "Gill" Gilbertson, Administrator, Civil Defense Division, State of Montana. "The new Old West Trail gasoline number is a step to alleviate that unknown factor."

Gilbertson and his staff are major links in the chain which makes the gasoline availability telephone network work for Montana. As he explains it, county civil defense organizations will monitor local gasoline supplies through contact with area wholesalers and retailers. That information will then be relayed to Gilbertson's office in Helena, and in turn passed along to the nerve center of the system in Rapid City, South Dakota.

In Rapid City, the information from Montana, Nebraska, North and South Dakota and Wyoming will be compiled, analyzed and coded into a master map of the five state region.

From there on, all travelers have to do is direct dial, toll free, 1-800-843-8811 to obtain the desired information. Trained attendants will staff the answering board 16 hours a day, seven days a week, replying with recorded messages for the remaining eight hours per day.

The special number will be posted on billboards along major tourist routes to make sure it is well known. And an intensive publicity campaign through the Advertising Unit of the State of Montana has made the number available to newspapers across the country. A $65,000 advertising campaign executed by the Old West Trail Foundation and funded by a grant from the Old West Regional Commission will publicize the gasoline availability number in the region's top travel markets. The theme of the campaign is "Drive Carefree in Old West Trail Country." State advertising units, resorts and travel attractions are urged to use the number in their travel promotion advertising and printed material.

"Taking the worry out of vacation traveling in our area and to Spokane's World's Fair is going to help our travel picture this year," said Scott Warden, Montana Advertising Coordinator.

OUTLOOK ON TRAVEL SEASON IS GOOD

Despite the effects of the energy shortage, the outlook for Montana's 1974 vacation season is bright indeed. That was the concensus of nearly 200 travel delegates gathered April 25 at Fairmont Hot Springs Resort near Anaconda for the First Annual Governor's Conference on Tourism. The event was cosponsored by the Montana Advertising Unit and Montana Travel Hosts.

"It would appear that the energy shortage which has plagued the travel industry is easing," said Bryan Moon, Vice President/Advertising, Northwest Orient Airlines in Minneapolis.

"Therefore, the prospects for near-normal vacation travel this summer are quite good," Moon predicted.

Moon was among seven travel and energy experts who addressed the combined meeting during the morning session of the one-day conference.

The airline executive noted that Expo '74 in Spokane will be the biggest attraction to hit the Pacific Northwest since the Seattle World's Fair of 1962. And with its western border only 86 miles from the Expo site, Montana will certainly be one of the areas which will feel the impact of the millions of travelers who are expected to visit the fair, Moon theorized.

Northwest Orient already is beginning to gear up for the increase which is expected in passenger service, he said.

The effect of gasoline — or the lack of it — on the travel industry played a major role throughout the conference. Jack Hallowell, Acting Public Information Officer for the Federal Energy Office, Region 8 in Denver, noted that the travel and recreation industries are among the most important segments of the economy.

"Thirteen studies on the impact of the fuel shortage on the tourist industry have been conducted," Hallowell, a former Montanan, said. "And as a result of those studies, it has become apparent that travel-related businesses could be adversely affected by limiting vacation travel."

V. K. Stephens, President, Greyhound World Tours noted that Greyhound has experienced a considerable increase in customers since the first warnings of the gasoline shortage. Packaged tours are among the tools that Greyhound is using to satisfy the growing demands of the traveling public. And, Greyhound's programs closely parallel those launched by the National Railroad Passenger Corporation (NRPC).

King F. Cole, President of Expo '74, gives keynote address to travel leaders attending the Governor's Conference on Tourism. Cole outlined Fair plans and tourist promotions encompassing Expo and the Northwest.

Roger Brown, Director of Sales for NRPC noted that this summer AMTRAK will bring more than 700 people per day into Montana. For AMTRAK, 1974 is expected to be its greatest year in domestic travel. Brown noted that one of the reasons for increased usage will be that the national railway will begin using totally new equipment on its runs through Montana beginning May 19.

"As illustration, I feel it is important to point out that during our ski promotion this past winter, AMTRAK brought more skiers into Montana than it did into Colorado," Brown said.

Governor Thomas L. Judge presented the major address at the Governor's Banquet that evening.

"Never has it been so important that states work with states, and that states work with local government to attain the goals set for tourism in all areas," the Governor said.

"Tourism is a $250 million business in Montana," Governor Judge went on. "And to maintain that level, we are trying to get communities to upgrade their attractions, thus enticing travelers to stay longer."

Governor Judge, who recently returned from a trip to Japan during which he met with a number of tour interests, noted that packaged tours for the Old West Trail states will soon be presented to foreign markets.

Montana Governor Thomas L. Judge briefs leading Japanese tour operators on Treasure State attractions at a recent meeting in Japan. L. J. Gilbert, Jr., Northwest Airline's Tokyo District Sales Manager, (upper row, left); David Ziegler, Deputy Regional Director, Far East — USTS (second from right), and Dale Moore from Montana participated in the informative program.

19 Million People See Two Montana Films

Handsome results in terms of national audiences have rewarded Montana travel promotion films made for public service television.

According to Scott Warden, State Advertising Unit Coordinator, a recent count indicated that the film "Montana — Land of the Big Sky" reached 18 million viewers. "Escape to Montana's Glacier Park," still in distribution, has so far totalled more than 19 million viewers. The films have had a total of 800 telecasts.

The state's new ski promotion film, "Montana — A Little Farther North," has been in distribution since December and by the end of March had been seen by 3,500,000 viewers. The films are distributed by Modern Talking Pictures to television as free public service time.

The State of Montana participated in the distribution of "Explore the Old West Trail Country," which features Montana, Wyoming, North and South Dakota and Nebraska. In just one year's distribution, the film had 236 telecasts to a total of 8,500,000 viewers. More than 100 prints have been made, and plans are being considered for another 50 prints to be made for foreign distribution.

The Montana films have received several national awards including two Cine Gold Eagles, a top Discover America Travel Organization award, and two Sunset Travel Film Festival first place awards.

The Glacier Park film was circulated throughout the world by the USIA. The Old West Trail film, translated into five foreign languages and distributed world-wide by the United States Travel Service, was recently selected by the USIA as one of a few top films to be distributed at all USIA posts throughout the world.

Production and distribution of the films were cosponsored by State Advertising and by the private sector with contributions from Montana Power (on two of the films), Glacier Park, Inc., Northwest Airlines and Montana-Dakota Utilities.

Last summer the Advertising Departments of Montana and North Dakota, along with the Bicentennial Commissions of both states, approved production of a historical film dedicated to the Bicentennial. Titled "The Story Behind the Custer Battle," the film will receive national distribution beginning this summer.

The State of Montana's next production effort will be a half-hour documentary film combining heritage, adventure and travel. Titled "Following the Lewis and Clark Trail in Montana," it will be the modern-day adventure story of a family retracing the route of the Lewis and Clark Expedition across Montana. Many of Montana's scenic and recreation attractions will be featured in the film.

Northwest Airlines and Western Airlines have contributed to the production of the film, and the State Advertising Unit is seeking additional sponsors to help defray costs of production and distribution on a national level.

The film is expected to be a timely resource for the interest in Montana history that will be generated by the approaching United States Bicentennial.

Ski Operators Meet

The Ski Area Operators Association met April 18-19 at Maverick Mountain Ski Area northwest of Dillon. Josephine Brooker, Assistant Advertising Coordinator, who attended the advertising and promotion sessions, reports the meeting highly successful.

The Association and its new president, Dick Crabtree of Choteau, agreed to cooperate with the Advertising Unit this fall in Ski and Winter Sports shows in Seattle, Minneapolis and Chicago.

Plans were discussed for an all-new winter brochure to be published with the cooperation of the Area Operators Association. It will list all ski areas and their facilities with additional details on winter carnivals and other snow-time activities.

"INVITE A FRIEND" CAMPAIGN SCORES

Last year, 19,000 nonresidents received invitations to visit the Treasure State from Montana friends and relatives. Studies show that half that number actually made the trip, pumping an estimated $3 million into the state's economy during their stay.

That was Montana's "Invite a Friend to Montana" campaign for 1973. It was such a success that it is being repeated this year, according to Scott Warden, State Advertising Coordinator.

A full-scale campaign is asking Montanans to extend invitations to their out-of-state friends and relatives, Warden said. Newspapers, radio and television are all being employed to advise residents of the program.

Governor Thomas L. Judge has lent his full support to the program, Warden noted, appearing in television spot announcements and on radio. He is also appearing in newspaper advertisements and articles as a participant in the program rather than simply an onlooker.

Montanans are urged to send the names and addresses of their out-of-state friends and relatives to the State Advertising Unit, Garrett House, Helena, Montana 59601. In turn, a copy of the state's new 40-page Montana Travel Guide and Highway Map will be sent to them in the sponsor's name. The booklet provides graphic description of the state and many of its attractions are featured in full-color photographs.

I would like you to send a 40-page Montana Tourism Book to the friend I have listed below. I understand it is free.

Please send to: Advertising Coordinator
Montana Highway Comm., Helena, Montana 59601

FROM MY NAME _____ CITY _____

TO:
NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

If you wish books sent to additional friends, please list their names and addresses on a separate piece of paper.

MONTANA AT EXPO

(Continued from Page 1)

The exterior of the exhibit features a giant fifteen-foot, rear-illuminated transparency of St. Mary Lake. Other Montana photos and scenes depicting some of Montana's industry has been reproduced with a special technique on rough cedar plywood panels which encase the exhibit. The exhibit was designed by Leonard B. Eckel of Helena.

The entire cost of the exhibit's construction, lease space and audio visual equipment is $69,000. Salaries to staff the exhibit for six months will be an additional $21,000.

Nearly half the total cost has come from the nine exhibitors in the Montana pavilion. They are: Glacier Park Company, Inc.; Big Sky of Montana, Inc.; Yellowstone Park Company; Montana Bicentennial Commission; Montana Power Company; Old West Trail Foundation; Bureau of Indian Affairs; Anaconda Company; and Montana Economic Development. The individual displays have been designed to harmonize with the rest of the exhibit. The State Advertising Unit is the major exhibitor.

Four of the famous Charles Russell paintings being shown in Montana's Expo '74 exhibit are, top left — "Breaking Camp," right — "Range Riders," bottom left — "Fireboat," right — "Indian Camp." Not shown, but included in the display is Russell's famous "Jerk Line" oil painting valued at $175,000.

Ray Steele, left, director of the C. M. Russell Museum, Great Falls, displays "Fireboat", one of Russell's works being shown in Montana's Expo '74 exhibit. A bronze, also part of the $300,000 collection, is held by Bob Hunt, right, President of Allied Safe and Vault Company and donor of the vault which safeguards exhibit valuables. Montana's sapphire and gold collection are shown at the bottom of picture.

Personnel hired to staff the exhibit are John Hanson; Gloria Wong, Helena; Shaun Devine, Great Falls; Jane Shoquist, Helena; Bobby Wirth, Wolf Creek; and Arthur Noonan, Thomas Pelletier and Mark Morin, all of Butte serving as assistants. In addition, volunteers from various businesses and chambers of commerce around the state will also be on hand throughout the World Fair's six-month run. The Montana exhibit will be open twelve hours a day, 10 a.m. to 10 p.m.

Petr Spurney, General Manager of Spokane's Expo '74, predicted that the 4.8 million estimated visitors to the World's Fair is conservative. "Put this fair in a major city and it would go 30 to 40 million people. It's that good a show," he said.

The Federal Energy Office has set up a system which would assure that no traveler to and from the World's Fair would be stranded, according to Spurney. There will be ample gasoline. He also said that we know we can accommodate the people we expect in Spokane.

THOUSANDS EXPECTED FOR EXPO'S MONTANA DAY

It is expected that Montana Day at Spokane Expo will draw several thousand Montanans, according to Mrs. Blanche Judge of Helena, the Montana Day Banquet Coordinator.

The Montana Day ceremonies will begin at 11 a.m., June 22, where former Governor Forrest H. Anderson will be the Master of Ceremonies.

The 80-piece Missoula Grade School All City Concert Band will perform for the activity.

An exciting new composition for narrator and band was written especially for this occasion by Don Gillis. It will be the featured work at the concert. Governor Thomas L. Judge will make an official visit to the exposition and provide part of the narration, "Alluding to Man's Concern for Preservation of His Environment."

Allen Vizzutti, one of the brightest young trumpet talents in this country today, will be the featured soloist. A group of Blackfeet Indian youngsters under the direction of Mrs. Earl Old Person, of Browning, will perform tribal dancing during the ceremonies.

The special day will give Montanans their first chance to see the Montana exhibit which is staffed by natives of the Treasure State.

Nearly 370 Montanans and former Montanans living in Spokane have already paid for reservations for the special Montana banquet for Montana Day, according to Mrs. Judge. The banquet will be held in the Ridpath Motor Hotel ballroom, Friday, June 21, with a social hour at poolside at 6:30 p.m. and the banquet will start at 8 p.m.

A band will be provided for dancing and entertainment by Kitty Quigley, former Miss Centennial Queen of Montana, who will be accompanied by Arnie Carruthers of Spokane, formerly of Montana. The total price for the banquet is $10 per person which includes the social events. Checks for the banquet are to be made out to Montana Day Banquet and sent to Mrs. Blanche Judge, 417 Dearborn, Helena, Montana 59601.

Governor Thomas L. Judge, Governor Dan Evans, screen actor George Montgomery and other notables will be present. It is important that reservations be made now as space is limited, said Mrs. Judge.

MONTANA CALENDAR OF EVENTS

May

16-18—Montana State Special Olympics . Butte
17-19—Jaycee Bucking Horse Auction Miles City
18-19(T)—NRA Rodeo . . . . . Conrad
18-19—Cow Capitol Turf Club Horse Racing . . . . . Miles City
19—State Points Motocross Race . . . . . Helena
19—Fish Derby . . . . . Hardin
22—Farm City Day Exchange . . . . . Glendive
23—Libby Band & Chorus Concert . . . . . Libby
23-26—May Street Spectacular . . . . . Missoula
25—Hellgate River Race . . . . . Missoula
25—Geo. Matthews Great London Circus . . . . . Missoula
25-26—Cow Capitol Turf Club Horse Racing . . . . . Miles City
25-26—Memorial Shoot . . . . . Great Falls
25-26—Easy Riders Youth Rodeo . . . Lewistown
25-26(T)—NRA Rodeo . . . . . Big Sandy
25-27—Montana State Square Dance Convention . . . . . Helena
25-27—Little Brown Jug Golf Tournament . . . . . Havre
25-28—Baseball-Giants vs. Billings . Great Falls
26—Irish Rovers in Concert . . . . . Great Falls
26-27—All Indian Rodeo . . . . . Browning
Memorial Day week-end—Montana Cowette Club Meets . . . . . Virginia City
27-28—Geo. Matthews Great London Circus . . . . . Great Falls
30—Bicycle Races . . . . . St. Mary's Mt.
31—Fr. Keogh Range Experiment Station Bull Sale . . . . . Miles City

June

Thru July—Hart-International Ski Race Camps . . . . . Red Lodge
Thru July—W.D.H. Koerner Western Exhibit . . . . . Billings
1—Spring Ding . . . . . Roundup
1-2(T)—NRA Rodeo . . . . . Harlem
1-2—Horse Show & Rodeo . . . . . Forsyth
1-3—Logger Dance Festival . . . . . Libby
2-4-H Jamboree . . . . . Drummond
2-3—Stetson Rodeo . . . . . Lewistown
6-7—Girls Softball . . . . . Helena
6-7—Little League Baseball . . . . . Helena
7-9—Sheep Festival . . . . . Anaconda
7-9—Appaloosa Horse Show . . . . . Hamilton
8—TT Nightrace (motorcycle) . . . . . Helena
8-9(T)—NRA Rodeo . . . . . Plentywood
8-9—State Gem & Mineral Show . . . . . Miles City
8-16—Music Festival . . . . . Red Lodge
9—TT Point Race Motorcycle . . . . . Helena
9—Western Division O-MOK-SEE . . . . . Kalispell
9—Kid's Fish Derby . . . . . Virginia City
9—Motocross Races . . . . . Columbus
11—Golden Voices of Hawaii & Makaha Singers . . . . . Great Falls
14-16—Midland Empire Horse Show . . . Billings
15—Easy Riders O-MOK-SEE & Little Princess Contest . . . . . Lewistown
15-16—Shrine Parade . . . . . Hardin
15-16—Double Marathon . . . . . Great Falls
15-16—Jaycee Rodeo . . . . . Columbus
15-16(T)—NRA Rodeo . . . . . Poplar
18—Opera House Season Opens . . . . . Virginia City
18—Summer Showcase "Man of LaMancha" . . . . . Great Falls
21-23—Electric City Kennel Club Dog Show . . . . . Great Falls
21-23—Glacier International All Breed Horse Show . . . . . Kalispell
22—Montana State Day . Expo '74 World's Fair
22—Pea Festival . . . . . Red Lodge
22—TT Night Race (Motorcycle) . . . . . Helena
22-23(T)—NRA Rodeo . . . . . Opheim
22-23(T)—NRA Rodeo . . . . . Hardin
22-23—Spring Handicap (Golf) . . . . . Deer Lodge
22-23—V.F.W. Rodeo . . . . . Hardin
22-23—Junior Hors O Rams . . . . . Missoula
22-23—Rodeo . . . . . Hardin
22-24—Pony Club Horse Show . . . . . Hamilton
23—Motorcycle Trails . . . . . Helena
28-30—Horse Races . . . . . Helena
29-30—Annual J.C. Rodeo & Parade . . . . . Polson
29-30—J.C. Rodeo-NRA Rodeo . . . . . Chinook
30—Shrine Circus . . . . . Shelby
30—Bicycle Races . . . . . Creston

Montana Travel Unit

(Continued from Page 1)

color ads slated for Calgary, Regina, Thunder Bay, Brandon and Saskatoon. With a matching-funds grant from the U.S. Travel Service, Montana also will have a strong radio and TV spot program in Canada.

An extensive newspaper and radio campaign will be carried out in the surrounding states, with a heavy saturation to reach the Expo visitor in Spokane, and will be followed up with a four-color newspaper ad in Minneapolis and St. Paul.

Direct mail advertising will be tested in a promotion directed to 25,000 campers in the Minneapolis-St. Paul area in a joint venture with North Dakota. The mailer will include a return postcard enabling recipients to obtain travel literature from both states.

A 40-page vacation guide, similar to the five-country map, has been produced. The guide, covering Glacier Country, Charles Russell Country, Missouri River Country, Yellowstone Country and Custer Country, points out campgrounds, historical sights and points of interest and will be sent to inquirers together with an Old West Trail brochure.

Also produced for the 1974 theme has been a flat, fold-out, full-sized map for in-state and out-of-state chambers, tourist centers, gas stations and restaurants in the regional promotion area. Two small booklets, showing the "Five Countries of Montana" and four direct routes between Glacier and Yellowstone, were printed on the 1974 highway map press run. These booklets, along with the highway map, will be given away at Expo and at travel centers on the routes to Expo.

MONTANA
TRAVEL NEWS
ADVERTISING UNIT, MONTANA DEPT. OF HIGHWAYS, HELENA, MONTANA 59601

Bulk Rate
U.S. Postage
PAID
Permit No. 20
Helena, MT.